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Irish H & V News

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IRISH H&V NEWS

et al.: Irish H & V News

APRIL 1988

IRELAND'S BUILDING SERVICES MAGAZINE

At Last — An All-Industry Exhibition

HAVING CALLED for an end to the proliferation of unrepresentative hotel-based exhibitions for the mechanical side of the building services sector, *Irish H&V News* is now pleased to announce details of an event which should do just that.

Irish Trade & Technical Exhibitions (ITTEX) Ltd — part of Ireland's biggest specialist trade exhibition organisers with such fairs as the Irish Crafts Trade Fair, Plan Expo and ELEX — have devised an exhibition format for the mechanical sector of the building services industry which entails a fully-representative national show at Ireland's

premier exhibition venue, the RDS, Dublin.

Indeed, in ELEX the company already has the blueprint for the success of the newly-planned venture. Up to September of last year the electrical/electrotechnical sector of the building services industry was suffering the similarly debilitating spate of a half dozen or so hotel-based shows annually. However, in organising ELEX, Irish Trade & Technical Exhibitions (ITTEX) Ltd gave the industry an opportunity to break this mould. The phenomenal success of the show confirmed the wisdom of both organisers and participating exhibitors.

Hence the decision to perform a similar exercise for the mechanical side of the building services sector. This new show will reflect the major change in thinking within the industry and provide a much-needed innovative change of direction in respect of product marketing.

Essentially, the new show will offer all those involved in the industry an opportunity to participate in the greatest single-stop shop window ever seen in Ireland.

Hence also the decision of the RDS as venue. This is undoubtedly Ireland's premier exhibition venue and the Industries Hall within the RDS Complex is most appropriate for this newly-launched national show.

The intention is to run the event once every two years, beginning in April of next year. Full details are:

Venue — Industries Hall, RDS, Dublin;

Dates — 11 - 13 April 1989;

Name?...

A number of names were being contemplated by the organisers when it was suggested that the industry itself should perhaps come up with the correct title.

Consequently, *Irish H&V News* has devised a competition whereby all our readers are invited to suggest a title for the new show which reflects its relevance to the mechanical sector of the building services industry. A beautiful matching set of Seiko "his & hers" watches will go to the suggestion deemed most appropriate.

Send your entries — using the cut-out coupon on page 2 — to Pressline Ltd, No 2 George's Avenue, Blackrock, Co. Dublin. Latest date for receipt of entries is Friday, 13 May.

Who Represents Whom?

FOLLOWING REPEATED requests for an updated version of *Who Represents Whom?*, Pressline Ltd, the publishers of *Irish H&V News*, are now in the process of compiling the complete building services trade directory (see insert).

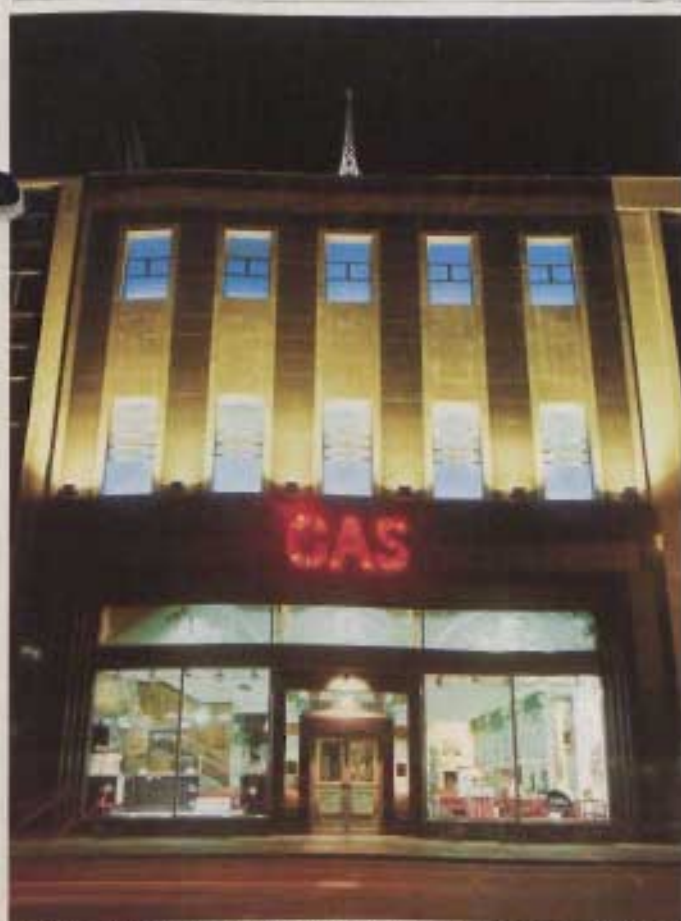
However, rather than concentrate solely on mechanical matters, we have decided to make the publication a comprehensive building services directory — hence the new title, *Building Services Buyer Guide*.

Incorporated will be both the mechanical and electrical sectors of the industry, thereby making it the complete building services directory. As such it will be an invaluable reference guide for specifiers, contractors, housebuilders, builders' merchants, etc.

Manufacturers, distributors, agents, etc., are urged to complete the enclosed questionnaire and return it immediately to ensure inclusion.

The guide will be generally circulated to the entire building services industry. However, booking orders — to guarantee your own personal copy of *Building Services Buyer Guide* — are also being accepted. Cover price is £5 and cheques should be made payable to Pressline Ltd.

Publication date is scheduled for mid-August.



• Dublin Gas' newly-revamped headquarters at D'Olier Street, Dublin, showing the night time effect of the floodlighting system. This month's "Face to Face" is with Colm McCabe, NDG General Manager. See page 16.

Published by ARROW@TU Dublin, 1988

ARCON MOVE

Arcon Heating and Plumbing Supplies Ltd have now moved to spacious new premises at 6-7 Glasnevin Industrial Estate, Herberton Road, Dublin 12, Tel: 541384 (8 lines); Telex: 91532 AHPS (EI).

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Contents

NEWSDESK Page 2

Fire Safety in Health Care Buildings ... Easons Choose
Stelrad ... Zehnder Takes Over Swiss Runtal ... Win a Set
of Matching Swiss Watches ... CIBSE News ...

SANITARYWARE & BATHROOM ACCESSORIES Page 6

Flair and Imagination Vital ... says Paul Fallon, MD, KM
Reynolds,

FACE TO FACE Page 16

Colm McCabe, General Manager, New Dublin Gas.

CHIMNEYS & REFRACTORIES Page 18

Mass Market on the Horizon says Brendan Bracken,
Sales Manager, ICTL.

FULL-BURNING FIRE Page 22

"Reducing Smoke Emissions By 83%

DAVIES IDEAL W2000 LAUNCH Page 25

Dubliners Extravaganza

1992 HARMONIZATION Page 26

Many Sacred Cows For Slaughterhouse

PLUMBLINES Page 28



• The New Studio Suite from Ideal Standard.



• Pictured at the launch of CDL's new smoke-reducing full-burning fire unit were: Eugene Gibney, Marketing Director, CDL and Bob Couchman, Consultant Heating Engineer, who invented the unit. See page 22.

IRISH H&V NEWS

IRELAND'S BUILDING SERVICES MAGAZINE

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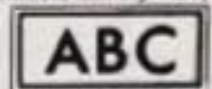
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heating, ventilating, air conditioning, refrigeration, sanitary ware,
plumbing and environmental control
industries. Its circulation also includes
energy managers, architects, designers,
sanitary engineers, environmental
engineers, housebuilders and building
merchants in the 32 counties of Ireland.



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Fire Safety In Health Care Buildings

WITH MAJOR expenditure cutbacks in the public sector, the manner in which fire safety in many buildings — and especially the health care sector — has been affected is dramatic.

In other countries, especially those in the Eastern Bloc where labour is relatively cheap, the issue of safety in health care buildings is well catered for because of the high staff/patient ratio. However, in western Europe the situation is the opposite.

Hence the dependence on means other than personnel — i.e. fire safety systems and all that they entail — here in Ireland.

Consequently, the role of the building services engineer in this respect is becoming increasingly important. This is true for all types of buildings but is particularly so in relation to health care premises.

Just how critical the situation is in Ireland at present will be made apparent during the forthcoming Chief Fire Officers Association Annual Conference in Galway for which the theme is "Fire Safety in Health Care Premises".

A speaker line-up of international repute — from abroad and here in Ireland — will present a variety of papers covering such topics as smoke and escape, fire resistance, legislation and recommendations, smoke detectors and their effectiveness, etc.

There will be five speakers in all throughout the duration of the Conference, the business

sessions of which will run from 4 to 5 May. However, there will also be a golf outing on 3 May with the Conference coming to a conclusion on 6 May by way of a technical visit to the Timmony fire tender factory in Spiddel.

The venue is the Connemara Coast Hotel (formerly Teach Furbo).

Running concurrently with the Conference will be a trade exhibition. Approximately 50 companies — covering every aspect of fire-related equipment — are scheduled to participate and, while most of the stand space is already booked, a small number of latecomers can be accommodated.

The evening meals on the Tuesday and Wednesday will be sponsored by Champion Fire Defence and Motorola while the lunches on Wednesday and Thursday will be sponsored by Riversdale and Argus.

The Conference Banquet on the Thursday evening will be hosted by the Chief Fire Officers Association, the conference organisers. Guest of honour will be the Minister for the Environment, Mr Padraic Flynn, TD. Local dignitaries such as TDs and County Council members will also be present.

Conference fee per delegate is £115. Those participating will be responsible for their own accommodation and related expenses.

Details from Conference Secretary — John O'Shaughnessy at 091-65555.



■ Pictured at the presentation of cheques by Shires Ireland to 3rd-year Building Services Degree Students recently were: Tony Hackett, Sales Manager, Shires Ireland; Thomas O'Brien, Longford; Joseph Delaney, Tallaght; and, Oliver McNulty, Bolton Street.

NAME THE EXHIBITION COMPETITION

Win yourself a beautiful matching set of "his/hers" Seiko watches simply by providing the title for the new National Building Services Exhibition (See Cover).

Your Suggestion:

Your Name:

Address:

Tel. No.:

Easons Choose Stelrad

A NEW Stelrad Ideal Super 3 Concord modular gas-fired boiler was commissioned in Dublin recently by Kevin Long of Davies and Ron Barker and Joe McAlister from Stelrad UK. Also present were Tony Mann, National Sales Manager, Stelrad and Declan O'Donnell, Managing Director, Davies of Fairview.

Installed in Eason's historic headquarters in O'Connell Street, the new unit gives

gas-fired system for all their heating needs up to 2 million Btu/h.

The "state-of-the-art" boiler is supplied and installed in modules which in turn, automatically adjust to heating requirements.

Davies of Fairview, Irish agents for Stelrad, are now stocking the Ideal Concord Super 3 boiler, giving them the ability to supply the full range of Stelrad gas-fired boilers, from industrial through to domestic.

Zehnder Takes Over Swiss Runtal

THE ZEHNDER Group, based in Switzerland and prominent in the manufacture of heating radiators and instrumentation, has taken over the Swiss Runtal Group with effect from 1 January 1988. The Runtal Group Swiss Companies will now be incorporated into — but independently managed —

inside the Zehnder Group.

The expanded Zehnder Group now have a payroll of 1590 with factories in Switzerland, Germany and France with the Runtal radiators being manufactured under licence in several countries, including the Republic of Ireland.

No flap – Less hum.



The Humming bird gets its name from the characteristic noise its wings make as they beat together up to 100 times per second, enabling it to fly at speeds of over 70mph and creating quite a stir in the atmosphere.

Fortunately the elegant range of Carrier packaged and split air conditioning units require nowhere near as much energy to run.

And naturally without all the flap produce far less hum.

Designed for a wide variety of applications in offices, shops, pubs and clubs, restaurants, conference areas and factories, they quietly and efficiently provide a clean and temperature controlled environment.

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Carrier 300Q080 air to water heat pump serving the air handling plant at Tishagga Centre.



The swimming pool and lounge area at Tishagga Leisure Centre, Cork, commissioned by Carrier.



Carrier PHA overhead liquid chiller installed in the headquarters of the Bank of Ireland, Dublin.

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Tonge & Taggart Acquired

THE NAME and goodwill of Tonge and Taggart has been acquired from the liquidator by Glossfield Ltd, an associate company of Birr, Co Offaly-based J Cavanagh & Sons Ltd.

Glossfield Ltd has also secured the Stanton (UK) water pipe agency and the Blakeborough (UK) valve agency previously held by Tonge and Taggart. Additionally, the company has acquired Tonge and Taggart's pipe-cutting and welding plant which has been transferred to Birr and is associated with these key agencies.

Exact purchase prices were not disclosed. Commenting on the acquisition, Joseph Cavanagh, Director, Glossfield Ltd said that the deal represented a £0.5 million investment by Glossfield in the Tonge and Taggart name, production plant and the cost of transferring the plant to Birr, Co Offaly.

Tonge and Taggart Ltd was a wholly-owned subsidiary of Jefferson Smurfit Group until the company went into voluntary liquidation in December 1987. The company operated a foundry at East Wall Road, Dublin and manufactured a range of cast iron fittings

used extensively on watermain projects and treatment plants.

Glossfield Ltd is an associate company of Ireland's longest established foundry — J Cavanagh & Sons Ltd — which manufactures access covers and drainage gratings. The foundry is currently undergoing a £3.5 million modernisation programme at Birr, Co Offaly.

Glossfield is presently negotiating with SFADCO a grant aid package which will enable Glossfield to commence the manufacture of pipe fittings in Birr which otherwise would be fully imported.

Glossfield Ltd will now trade as Tonge and Taggart, as proprietors of the tradename. The offer for an extensive part of the plant and tradename — combined with direct negotiations with Stanton and Blakeborough for these agencies — ensured the success of the Glossfield offer.

An additional 15 to 20 people will be employed at Birr where J Cavanagh & Sons Ltd already employ over 50 people. A £1.1 million investment is planned in the new Tonge and Taggart by the directors. The Birr based group of companies will have a turnover of approximately £5 million.



Don Seale, R.T. Large & Son, with Vinnie Walton of Bathroom World on the R.T. Large stand at the Roofex, Refurdez & Amex trade show in the Burlington Hotel recently.

Fordham for R T Large

FORDHAM, ONE of the leaders in plastic cistern and fittings technology, have appointed R T Large & Son Ltd stockists of a range of their plastic cisterns and cistern fittings.

Ex-Dublin stock from mid-

April will be auto-cisterns, low-level cisterns and high-level cisterns, plus a variety of cistern spares such as ballvalves, levers, syphons etc.

Fordham's internal fittings will suit most designs of plastic and ceramic cistern shells.

BTU BTU Results



BTU/Finheat-sponsored outing, 18 March at Rush — Winners (with 20 pts) were Tom Scott and Gary Stewart. Tom Scott is seen here receiving his prize from Tim O'Flaherty of Finheat. On right is BTU Captain, John Lavelle.



BTU/Finheat at Rush — second placed (on 19 pts) were Vincent Byrne and Tony Delaney. They are pictured here with Tim O'Flaherty and John Lavelle.

Hansen Appoints IEC

HANSEN TRANSMISSIONS Ltd has granted Industrial Equipment Company of Ireland exclusive distribution rights in the Republic of Ireland for the recently updated and extended Hansen Junior range of geared motors.

Industrial Equipment Company will carry significant stocks of these units, speeding the response to customer needs across a broad spectrum of industrial applications.

The appointment also strengthens representation in the Republic of Ireland for Hansen Transmissions' range as a whole: industrial gear units,

drives.

Norris Bonser, Managing Director of Hansen Transmissions Ltd, and Industrial Equipment's Gary Devlin, see the new agreement as particularly timely, closely following significant additions to the Hansen programme and up-rating of existing ranges.

Technical note: The Hansen Junior programme now covers 22 motor power ratings from 0.25 kW to 90 kW, 10 reducer sizes from 20 Nm to 16,000 Nm, 60 reduction ratios from 1.6:1 to 1,250:1 and output speeds from 1.2 rpm to 940 rpm with four-pole motors.

CIBSE News

ON THURSDAY 24 MARCH last the CIBSE made a presentation to the Regional Technical College in Cork of a full set of technical guides to be held in the library in the College. Pat Kelleher, Acting Principal, accepted the

presentation on behalf of the College which was made by Hugh Munro, Chairman of the Irish Branch of The Chartered Institution of Building Services Engineers.

The presentation was made at the request of the College and it is hoped will strengthen the relationship between the Institution and the College for future years.

That same evening a Technical Evening was held in the Hospitality Suite of Beamish & Crawford. The Institution wishes to express its thanks to Beamish & Crawford for their hospitality. A good attendance of senior people from the industry attended the paper, together with a number of students from the College. It is hoped in future years to hold further technical papers for the industry in Cork.



• LJM Poland, Head, Department of Electrical Engineering with Suzanne O'Callaghan, Chairman, Architectural Society; Oliver Reddy; Hugh Munro; Pat Kelleher, Acting Principal; B. Leach; Tony Farrell, Head, Department of Mechanical Engineering; Sean Horgan, Chairman, Electrical Engineering Society; and P.J. Doyle.



• Matt O'Mahoney with George Ellis, Chief Executive, Beamish & Crawford; John Connolly; John Bullimer; Noel Horgan; Oliver Reddy; Hugh Munro; Barry Leach; and P.J. Doyle.

Appointment

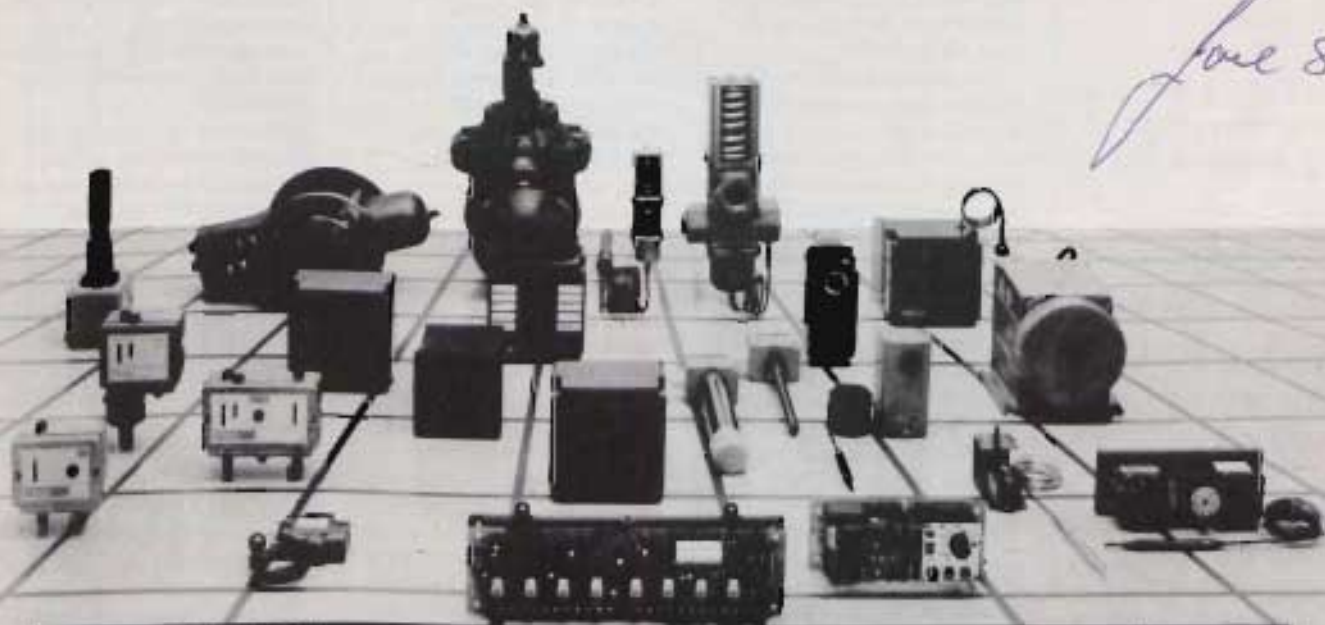
MICHAEL RANDALL has been appointed a director of Vent-Axia Ventilation Ltd, the Dublin-based distributors of heating and ventilating products.

Previously he had been Sales and Marketing Manager, having set up the company in March 1986 for Vent-Axia International Ltd.

Prior to this he held a similar position with the then Vent-Axia distributors since 1975.

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SANITARYWARE & BATHROOM ACCESSORIES

Flair and Imagination Vital

Says Paul Fallon, Managing Director, K M Reynolds.

If someone has lived in the same house for a number of years, the chances are, that at some stage they will find themselves considering how their bathroom and its facilities could be improved. They may decide to re-vamp their existing bathroom completely, to put in an extra bathroom, to install a shower unit separately, or into an existing bathroom, or to break a toilet and bathroom into one to give one good spacious bathroom.

A good word of advice to a prospective customer is to give a lot of time and thought to the project before getting the actual job done. With this in mind, a very useful product is now available on the market. This is a video on "Planning Your Bathroom", a detailed book of advice, a planning graph, and a selection of press-out shapes to scale for basins, toilets, bidets, showers and baths in a wide variety of sizes. The package is produced by Ideal Standard Ltd.

Naturally, Ideal Standard would like you to see its products, but the kit would obviously prove informative and useful to anyone planning a bathroom, no matter what brand is specified.

The Bathroom Planning Kit tells the customer all they need to know about planning and co-ordinating the bathroom. The 28-page booklet is full of planning hints and the video tape is a 20-minute recording of helpful and sound bathroom planning ideas. This type of education and informative marketing tool can only be to the benefit of all associated with the sanitaryware business. Market awareness on the part of the consumer is the best way to increase the total value of the business.

A bathroom showroom is the place where the business is done. The products on show have to be displayed with a certain degree of flair and imagination. If one is to enthuse the customer sufficiently to part with a considerable amount of

money, one must create the right ambience and atmosphere. If this is not created, the result is a loss to the bathroom business, as the sale is smaller in value and for a more basic product. The customer simply moves the potential budget available to the fitting out of some other section or room in the house.

When one considers how well the kitchen manufacturers have succeeded in having the consumer spend considerable sums of money on new replacement kitchens, and indeed, even when one considers the attention and value attached to the fireplace in the new home, sanitaryware, in many respects is still the "poor relation".

EXCELLENT OPPORTUNITY

Far from bemoaning this fact, it should be seen as a great opportunity to increase the value of the business, when, in all probability the volume of the business has in fact reduced over the last number of years. Simply, the way forward is, higher value and better margin per unit sale.

The basic BS specification suite continues to sell in quantity. That is, the standard 22 x 16 basin and pedestal with two tap holes, and the low-level toilet pan and cistern. This is effectively a commodity item with little or no cognizance being taken of from which manufacturer it comes.

Additionally, with prices almost identical from manufacturer to manufacturer in this sector of the market, the differences relate to the quality and finish of the product, which does vary from manufacturer to manufacturer. Quality Control at the manufacturing base is the key factor involved here. Twisted pans and pedestals, firing cracks in the base of the pan and cistern causing leaks, and pinholes and blemishes under the glaze are faults which should not pass the quality controllers' eye. Some succeed better than others.

While still representing the

largest volume of sanitaryware sold, it is a decreasing volume both in actual volume and in the proportionate volume of the total sanitaryware market. Firstly, because a smaller number of new houses are being erected, and secondly, because there is a trend towards up-grading to at least a close-couple toilet suite and better-quality basin and pedestal.

The middle economy range is an area where there is now intense activity on the part of the manufacturers. There is a trend towards producing a comprehensive range of co-ordinated products with modern design and colours. The co-ordinated design will run throughout all the items — with gentle soft curves, simplicity of shape with good performance and function.

An example of this trend was the introduction of the Studio Suite by Ideal Standard, which is a complete family of pieces, thus allowing the consumer a wide range of choices within the one suite, but regardless of the choice, the entire coordinates from one to the other. In addition, there are coordinating items such as porcelain handles in the colour of the suite for the brassware and porcelain basin wastes and bath wastes also in the colour of the suite.

This type of innovation has allowed the builder and the private customer upgrade with a dramatic effect, and still within a very reasonable budget.

In recent times many builders have taken the course of up-grading in their showhouses two products which come within this middle-economy range. It is hoped that this trend will continue.

LUXURY MARKET

The luxury market is an area where there is a wide variety of top-quality and sometimes expensive products on offer. In many respects, this area of the market has remained strong, despite the recession, particularly for those

"For sanitaryware and bathroom accessory suppliers, the simple way forward is higher value and better margin per unit sales."

SANITARYWARE & BATHROOM ACCESSORIES

manufacturers who have continued to provide the market with new and interesting products to add to their existing ranges. They have invested in the display of this new product and have also backed up this marketing by service; that means only one thing — the manufacturer having the products on the shelf to complete the sale. Manufacturers who are unable to provide products within a reasonable lead time are doing themselves a great disservice.

Staying on luxury products, the Whirlpool Bath market is continuing its growth pattern, despite some adverse media comments, and the introduction of a multiplicity of whirlpool and conversion kits and other conversion products which masquerade as proper whirlpool systems. Despite the hype from some sectors, it is well-proven that the only system that will give proper hydrotherapy and massage is a whirlpool bath, where the persistent pressure of water mixed with air from the whirlpool nozzles creates the

therapeutic and massaging effect.

Jacuzzi, who are probably the largest manufacturer of the whirlpool bath, have not experienced any fall-off due to the emergence of the kits and other systems. I totally concur with their view that the proper place for the installation of a whirlpool system is in the bath manufacturers premises as part of their production process, where the system can be installed and properly tested in a controlled environment.

manufacturer, who in turn will guarantee the entire bath. Recent adverse comments on whirlpool systems has referred to communal baths, which are installed in hotels, gymnasiums etc.

In order to counter this bad press, it is important to point out that the product itself is not at fault, but rather the management of the product in the particular establishment. The same consideration as applied to a public swimming pool must apply to a

away from the low cost 3mm acrylic bath to the 5mm acrylic bath, despite the small extra cost. This is a most positive trend which has been brought about by increased consumer awareness of the inherent quality and rigidity in a 5mm bath.

The cast iron bath market has slowed considerably, probably due to the substantial reduction in the building of local authority housing. And for those people who still insist on a cast iron bath, there will be ever-increasing efforts to sell high-quality enamelled steel baths. These baths can be pressed out in more interesting shapes than the cast iron baths.

In Germany, high-quality steel baths are a firm favourite. Kaldewei, one of the largest manufacturers of steel baths in Europe, produces baths with a thickness of 3.25mm steel before the thickness of the enamel which is approximately .6mm.

These, and other high-quality steel baths will be making a greater appearance in this marketplace in the future.

"Manufacturers who are unable to provide products within a reasonable lead time are doing themselves a great disservice."

Aside from any other consideration, it must be borne in mind that once the manufacturer's bath is interfered with by the addition of a whirlpool or other system, it leaves the inherent guarantee of the bath in serious doubt. It is far more sensible to buy the complete unit from the

communal whirlpool bath. This management is a skilled function and negligence must not be blamed on the product.

LATEST TRENDS

In the bath market there are some new trends emerging. There is a marked swing

BETTE BATH IDEAS!



Baths for relaxing!



Family baths!



Baths for two (or more)!



Sensational whirlpool baths!



Corner baths!



Baths with grips!

— Superb steel baths from West Germany in stylish designs and stunning colours.

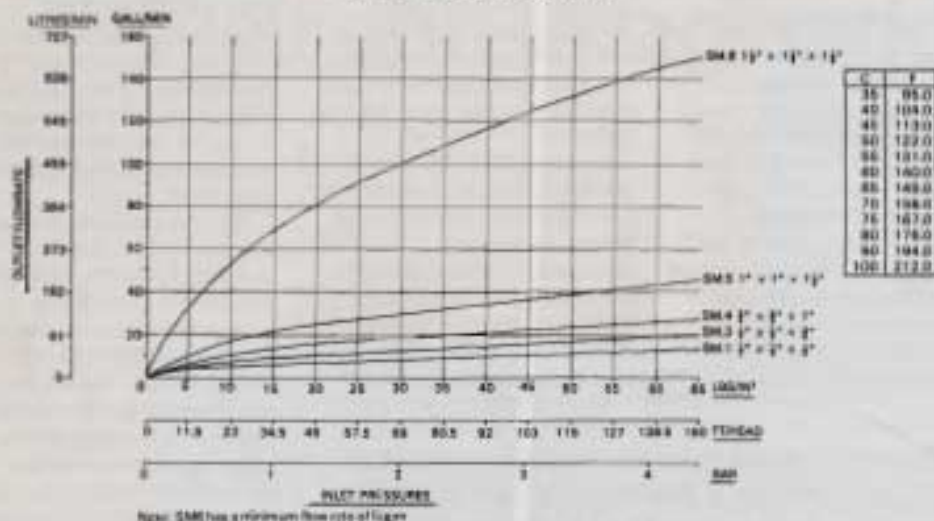
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and all good
Plumbers Merchants.

Beautiful Bathrooms start with Bette Baths.



SANITARYWARE & BATHROOM ACCESSORIES

SAFEMIX OUTPUT GRAPH



Sizing of Safemix for Multipoint Applications

This graph shows outlet flow to an open outlet on Safemix valves. It takes internal pressure drops into account.

To use the graph, you just need to know inlet pressure (input) at the valve.

Note: When shower fittings are installed downstream of the valve — allow 25% extra flow when sizing — for the pressure drop through them.

Multiple Choices and Power from Meynell

The new range of Meynell shower heads from Wyse &

Ballantine Ltd can be used in a variety of combinations from a normal single shower over the bath to multiple assemblies of hand-held, fixed overhead or body showers. All provide variations of spray and message pulsation by simple

rotation of the shower head.

There are three variations in all — Rotating Heads which can be adjusted to obtain the desired spray pattern; Jet Overhead and Body Showers with rain and message spray modes which can be adjusted

for direction and strength and complete the multi-headed shower system; and the Jet Handshower which is a high-performance handshower with a sliding bar offering three alternative modes — foam, message and rain.

A fully-illustrated, six-page colour brochure has been produced detailing the full range of options offered and these are available on request from Wyse & Ballantine.

Meynell also produce a variety of other shower systems, one of the most innovative being the Safemix multi-point volume mixer range (see graph). Types available are the SM2 1/2", SM3 1/4", SM4 1/2", SM5 1/8", SM6 1/2". Outlet sizes are BSP Outlet.

Special features of Safemix multi-point include the following:

Liming up eliminated — A type of synthetic rubber inlet click does not accept lime deposits even in hard water areas;

No dezincification — choice of gunmetal (bronze) for basic body components eliminates



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zinc being drawn out of the material in soft water areas;

Pre-set maximum temperature - normally set to allow optimum of 110°F (43°C) but easily adjusted maximum temperature control setting.

Highly-Accurate Thermostatic Control - mixed temperature is held rock steady by strong and sensitive wax/copper capsule - tested over 100,000 times without fatigue or failure;

'Fail Safe' - to meet hospital requirements - every Safemix is tested to ensure rapid shut-off if cold water supply fails;

Unequal pressures - Safemix will work on unequal pressures of up to 5:1 ratio. But equal pressures are ideal and supplies should be fed from independent tanks and should not be mains fed (in accordance with NWC regulations);

Single knob control - Both on/off and temperature are controlled by the single knob. The shower must be opened by the safety sequence off - cold - warm etc;

Optional Extras - Anti-vandal fittings, electronic controls, foot controls, etc. - Ask for details;

Safety - Thermostatic Control is highly desirable - Safemix. A double safety feature is the Maximum Setting which can be pre-set to, e.g. 105°F (40°C).

Details on the entire range - and copies of the various explanatory brochures - are available from Wyse & Ballentine Ltd, 71 Ulster Street, Phibsborough, Dublin 7, (Tel: 307070).

Leisure Shower Cubicles

Leisure's stainless steel enamelled shower cubicle has been slightly modified in design. It is a free-standing unit and carries a 10-year guarantee; it does not rust or leak. It comes with either a curtain or door and can be fitted with mixer valve (Mira 88 - fitted by Leisure to the back plate); thermostatic valve, or the shower heater or valve of your choice.

Two models are available in this range: the Fiji in white only



• Leisure's stainless steel enamelled shower cubicle from R T Large.

or the Tahiti in white or some colours to special order. These cubicles can be easily and quickly installed. An accommodating feature is the magnetic handset which will sit anywhere on the side walls of the shower cubicle.

Alternatively, a fixed shower head is available where the shower is in constant use.

Details from R T Large & Son, (Tel: 541699/541760).

'Aquatron - Handsome, Safe and Technically Advanced'

The instant electric type of shower is popular where, for one reason or another, it is not convenient to link the shower to the general hot water system. It is easy to instal, operates independently of any other hot water usage in the house, is versatile and ready for action at any hour of the night or day. It is thus ideal for flats, hotels, and guest houses as well as private dwellings.

One of the best of these types of showers is the Aquatron range for which the distributors are Unidare of Finglas, who tell us that sales of these units are expanding rapidly. One of the reasons is assuredly the excellent design evolved by teams from

★ UP TO 10 TIMES THE FLOW OF ANY OTHER SHOWER! ★

★ TOLERANCE OF 1°C ★

AQUALISA

for the sheer performance no other shower can match

★ 3 YEAR GUARANTEE ★

★ NO SCALING ★

UNIDARE makes life better

UNIDARE,
Finglas, Dublin 11. Tel: 771801. Telex 31588.

Aquatron and Nash design of London, resulting in showers which are superb in appearance yet thoroughly practical in use.

All meet British Standards and carry the seal of approval of the British Electrotechnical Appliance Board.

Aquatron Rio - The Aquatron Rio is the standard shower offering low-cost stabilised showering in a presentation normally only associated with the most expensive models. A stabilised flow control valve ensures that the selected temperature remains constant providing the mains pressure does not drop below 15 psi. A thermal safety cut-out automatically guards against high temperature rise, making this practical shower extremely safe in use.

No water can reach the electrical parts and a flow pressure prevents the heating element from working unless the water is flowing.

All plumbing and wiring connections are made inside the cover so that no unsightly joints need show. There is a

choice of bottom entry, rear or even top entry to ensure a neat, quick and economical job.

The Rio 7 has a 7 kW element on a 220 volt supply. The Rio 3 Hand Wash unit is a 3 kW appliance which is suitable for hand washing in the home or office.

Aquatron Viva - This 7 kW shower has all the safety and technological advantages of the Rio shower but also offers a 3-position switching arrangement giving 4 kW, 7 kW heat settings as well as a cold shower. The widest choice of control is available by the on/off knob which will give immediate adjustment for perfect showering conditions.

Aquatron Sigma - The very latest in practical elegance, the 8 kW Sigma incorporates the slider rail assembly as part of the shower unit while the assembly itself works on a friction-release bottom allowing single-handed operation of the shower height. It comes complete with its own soap holder. Being designed as a complete unit, the inbuilt slider rail assembly makes fitting



• The Aquatron Viva from Unidare.

extremely simple and also ensures that the handset is in the correct relationship to the

heater, avoiding all problems associated with random positioning.

BETTE BATHS

TRENT BATHROOMS

SANIPLAST SHOWER SCREENS

R.T. LARGE & SON LTD.

SPITALFIELDS, (Off Francis St.),
DUBLIN 8.

Telephone: 541699/541760. Fax: 541760.

Agents and Distributors for Sanitary Equipment

FORDHAM CISTERNS

LEISURE SHOWER CUBICLES

VICTORY FLUSH VALVES

GUSTAVSBERG SINKS

CAMERON PLASTICS TOILET SEATS

A four position switching arrangement gives two heat settings as well as cold and off positions offering the widest choice for adjustments to both winter and summer ambient temperatures. This unit incorporates a solenoid valve for instant control of the water flow.

Vega - latest addition to the Aquatron range is the Vega. It has a numbered scale allowing even slight adjustments to be made with ease. It incorporates a new stabilised flow valve which ensures temperature stability even when the pressure falls as low as 1.2 p.s.i.

Once again the "complete unit concept" offers easy installation and ensures the correct position of the handset.

Aquatron purchasers are increasing in number and they enjoy at least five showers for the price of a bath full of water. They not only have the benefit of a top-quality shower unit, but also the additional advantage that these units are backed by Unidare's own specialist service team.

All Aquatron showers are

designed for use on a 220 volt electrical supply and are available for builders' providers, hardware stores and specialist bathroom shops all over the country.

Enquiries to Unidare plc, Finglas, Dublin 11, (Tel: 01-771801); Telex: 31588.

Gustavsberg Sinks

For quality choose a Gustavsberg sink. Made from top-quality 18/8 stainless steel, Gustavsberg sinks feature one and half-bowl insets in stainless steel and enamel with accessories, as well as the standard range of insets and sit on models.

Their wide range of inset stainless steel bowls (no drainer) are very competitive in price and suitable for pubs, schools, laboratories etc.

Details from R T Large & Son Ltd, (Tel: 541699/541760).

Twyford's — Design For Space: Space For Design

Twyford's have introduced two new bathroom suites — Nocturne II and Galerie, each designed to offer a totally co-ordinated look in even the smallest room. Developed by top designers to give today's demanding consumer a choice of styles despite a limited budget and restricted space.

Nocturne II offers a neat practical design at a "modest" price while Galerie offers a more contemporary style but still within a tight budget.

Despite the unique appearance of each suite the cistern and pedestal are common, minimising variants to be ordered.

An exciting innovation in packaging has also been made with the introduction of the Nocturne II and Galerie suites. In both cases the ceramic

ware comprising: WC pan, seat and cistern; wash basin and pedestal; together with the brassware, are supplied ready-packed in a safe and convenient 'kit'. The bath is supplied separately to offer flexibility should steel be preferred to acrylic.

The Stakapak improves safety in transit and ensures that all the components arrive together on site.

It is also easy to handle by fork lift on and off the lorry or in the warehouse. In addition Stakapaks can be stored four high without risk of damage to the ware.

Details on the new ranges — Galerie and Nocturne II — are as follows:

Galerie - Bath: New 1700mm x 750mm bath with attractive slip-resistant herringbone base which, in addition to extra safety, ensures faster and more efficient drainage. Single easy-to-clean soap recess and twin handgrips fit stylishly into the clean outline of the bath;

WC: Elegant box-rim WC, formerly known as the Norwood, lends itself to easy all-

Whenver you see the Shires Lily, you'll discover a range of bathroom suites that'll create ripples in your imagination.

A rainbow of colours, a superb choice of elegant and modern designs and a degree of quality that's become a tradition.

So for a bathroom that's a perfect reflection of your taste visit your local Shires stockist.



A perfect reflection of your taste



Shires Ireland Limited, Broomhill Road, Tallaght,
Dublin 24, Ireland.
Telephone: 01-515877 Telex: 31337 Fax: 01-515534

**Pick Shires and
ideas blossom**



• *Galerie suite in linden with Aztec in white fittings, all by Twyford's. Details from John Usher Ltd.*

round cleaning and efficient flushing. Distinctive modern feel enhanced by the new seat cover;

Washbasin: Single soap recess styled to co-ordinate fully with the bath and bidet. Lipped back edge to give improved drainage and easy cleaning.

Special rim on underside conceals joint with pedestal.

Available in 600mm width: One tap-hole (semi punched for three tap-holes with 200 200mm centres) or two tap-holes. All variants can be pedestal mounted or bolted directly to the wall.

Bidet: The bidet provides a practical addition to the modern bathroom, with single hole overedge supply for use with a monobloc fitting with directional nozzle.

Soap recess and lipped back edge give improved drainage and cleaning and provide

complete co-ordination with the basin and bath.

Nocturne II

Bath: A completely new bath with smart double soap-trays, twin handgrips and a slip-resistant base offering both improved safety and more efficient drainage. Only 1700mm x 700mm but with generous internal dimensions.

Produced from fully-reinforced 5mm Perspex acrylic sheeting from ICI which carries a 20-year guarantee.

WC: Plumbing in dimensions facilitate direct replacement of a low level suite without alteration to the soil stack.

Twyford's patented accelerator gives the stylish WC a thorough and effective flushing action, overcoming the problem with some ordinary open-rim pans. Improved styling includes a chamfered rim and wider backplate plus a slimmer foot.

Washbasin: The new slimmer washbasin has been designed with a chamfered front edge to match the WC and twin soap-trays to co-ordinate perfectly with the bath. Special rim on underside of

Aquatron VEGA

The New shower
that gives you
elegance with
practical styling



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basin conceals joint with the pedestal.

Available in 600mm & 500mm widths: 500mm — one tap-hole (also semi punched for three tap-holes with 200mm centres), two tap-hole, or three tap-hole with 100 centres. Pedestal mounted or fitted direct to wall with wall hangers. 600mm — one, two or three tap-hole. Pedestal mounted or bolted direct to wall.

Bidet: if a Bidet is required, Twyford's Nocturne, two tap-hole bidet co-ordinates perfectly.

Full details from John Usher Ltd, 34 Island Street, Dublin 8, Tel: 770175).

'Accord' From Shires

Recently, Shires Ireland Ltd introduced the 'Accord' suite.

The 'Accord' is the company's latest concept in bathroom design, having the cloakroom and the smaller bathroom particularly in mind.

You can see the versatility of the 'Accord', either in the hotel



■ The Accord Suite featuring Accord semi-mounted basin, Accord WC Suite, "Accord" over-rim bidet. Details from Shires Ireland.

setting or in the more familiar domestic bathroom.

The 'Accord' is designed to give the bathroom a smart, modern ambience as well as being functional, with a semi-mounted basin, back-to-wall pan with concealed plumbing

and the 'Accord' over-rim 1-hole bidet.

For further information contact Kevin Sullivan or Adrienne Mulloy at Shires Ireland Ltd, Broomhill Road, Tallaght, Dublin 24, Tel: 515877; Fax: 515534.

Victory Flush Valves

Victory Flush Valves — introduced to the Irish market both in Northern and Southern Ireland by the late Richard Large over 35 years ago — are virtually maintenance-free and indestructible. They work on the principle of instant flushing which can be repeated *ad infinitum*.

They are very suitable for factories, hotels, large office blocks, hospitals, police stations, ships and trains. They operate from a storage tank and provide a 2½ gallon instant flush, leaving the toilet pan immediately ready-flushed for use again.

These valves are especially suitable for cases where there isn't room for a cistern or where a cistern could be vandalised such as public toilets or Garda Stations.

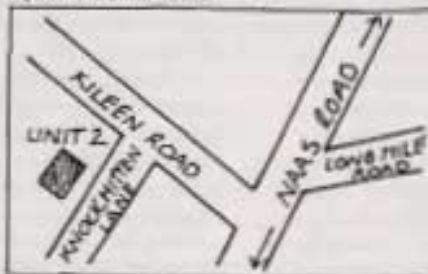
Exposed or concealed valves are available with wall extensions and spares. Details from R T Large & Son Ltd, (Tel: 541699/541760).

Bright ideas in
bathrooms begin
with Studio from

*Ideal
Standard*

New Studio brings fresh, friendly design to any bathroom.

The range offers a comprehensive selection of modern units to suit homes of all sizes. You'll love the soft, gentle curves and elegant simplicity of Studio. It's the ideal co-ordinated bathroom range to complement your beautiful ideas.



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SANITARYWARE & BATHROOM ACCESSORIES

Aqualisa — Innovative by Design

Aqualisa showers have been designed to provide high volume flow from low pressure water supplies.

For example, with head pressure of only 400mm (16") measured from the base of the cold water storage tank to the shower rose in its highest position, flow rates in excess of 1½ galls/min can be achieved.

Where ideal head pressures of 1m (39") exist, the optimum flow performance of 2 gall/min is achieved from Aqualisa shower systems.

Mixing in the Aqualisa thermostatic valve is effected by a honed stainless steel shuttle which moves in both axial and rotary motions. This movement is caused by the action of the bi-metallic coiled thermostat.

Proportional mixing in the Aqualisa manual valve is effected by scientifically inter-connecting cams with a precision-honed sleeve. This enables accurate temperature control by a device unaffected by scaling.

Acidic or hard water is the scourge of many showers where lime scale forms on the working parts, reducing flow rate and inhibiting temperature response, necessitating frequent servicing.

The Aqualisa thermostatic valve incorporates precision ground and polished stainless steel components and a descaling device which keeps clear the all-important water ports. The combined radial and axial movement of the valve, actuated by moving the temperature control lever, keeps the system clear of normal limescale deposits.

Also, many shower heads suffer from scaling which blocks the shower rose jets, needing constant attention. However, Aqualisa have incorporated an automatic drainage system which inhibits limescale deposits.

For full details on the entire Aqualisa range contact Unidare plc, Finglas, Dublin 11, (Tel: 01-771801); Telex: 31588.



• The WC and bidet from Trent's Astura suite by R T Large.

Trent Bathrooms

Trent Bathrooms have introduced two new bathroom suites — the Connaught: a competitively-priced box rimmed suite (close/coupled) which is available in wild rose, white, wild sage, dove grey, peach and champagne; and The Windsor Suite: Similar to what was in vogue 30/40 years ago, this range is just coming on production now. Available in white only, it is a traditional old-world style suite, featuring large square-shaped basin and close/coupled pan and cistern.

The Astura suite, next to the Connaught in price, features a 23" x 18" basin, and an attractive recessed design on the cistern. This suite is available in the full range of Trent colours: wild rose, primrose, white, champagne, kashmir, burgundy, wild sage, dove grey, peach.

Following on in the up-market range are the Tropicana Suite and the Georgian Suite (featuring Wedgewood design in colours wild sage and champagne only).

Trent Bathrooms also make a range of Regency Front Facia basins and fully inset basins, along with a lagoon vanity basin which can be inset into a counter top. Wall basins, corner basins, urinals and ceramic automatic cisterns are also available.

Trent have also continued to

manufacture the Group 1 colours of pink, sky blue, primrose and turquoise to facilitate anyone replacing a broken piece in any one of these colours. There is no need to pull out and replace a complete bathroom suite when only one piece needs replacing.

Details from R T Large & Son Ltd, Dublin, (Tel: 541699/541760).

Bette Appoint R T Large

One of Europe's oldest established bath manufacturers — the Bette company — is still privately owned by the same family after 100 years of production. It is located in the industrial heartland of West Germany and now sells hundreds of thousands of baths each year throughout the world.

Today's production is manufactured in steel rather than cast iron. This allows flexibility in design, improved production efficiency and, most of all, savings in cost. Bette currently manufactures baths in over 70 different patterns and in a choice of 400 colours. They are the only factory in Europe producing a steel corner bath and are able to offer customer adjustments of up to 50mm in the length and width of each of their standard bath designs.

According to Bette's

Managing Director, Fritz Pahl, one of their main strengths is this flexibility in satisfying market demands.

Production from Bette's fully automated factory now goes to every country in the EEC; Canada and the United States; Australia; New Zealand and to much of the Middle East.

The current range from Bette encompasses the whole market from hip-baths, shower trays and standard bath shapes from 1080 to 1900mm in length to the latest in luxury whirlpool baths. If a customer wishes he can specify a gold line around his bath and even ask for his initials to be affixed!

Newly-appointed sole distributor for the Republic of Ireland is R T Large & Son Ltd, Spitalfields, Dublin 8.

Full details are available from Don Seale, Noel McCoy, Michael Wogan, Heather Shirley at Tel: 541760/541699.

Saniplast Shower Screens

"Good value for money" is the Saniplast range of acrylic shower doors.

The Afrodite, which is available in Silver, Bronze and White is a corner-entry shower screen and a good selling point is that it is adjustable to suit 27 to 31" trays, (no need to stock different sizes.)

The Antiope straight 3-panel sliding doors are available in Silver, Bronze and White and also adjust to fit 27" to 31" trays. Adjustable side panels to complement these doors are also available.

Saniplast's wide range of bathroom cabinets will suit most pockets, going from a single-door mirrored cabinet to a 3-door with lights, mirrors, drawers and other extras.

For those who don't like using a shower curtain over the bath, Saniplast make two types of folding overbath shower screens — The Melita, 45-45-45 cm, a 3-panel folding acrylic shower screen which sits on the side of the bath and folds back when not in use; and the Galatea — a 2-panel folding door, size 60-60 cm. Colours: Silver and Bronze.

Details from R T Large & Son Ltd, (Tel: 541699/541760).

SANITARYWARE & BATHROOM ACCESSORIES

Ideal Standard — Innovative Creativity

Ideal Standard is one of the world market leaders in the bathroom business, using the world's leading designers to give innovation and creative design to maintain their premier position.

The Ideal Standard range of sanitaryware and brassware is handled by exclusive agents in Ireland — K M Reynolds (Ireland) Ltd — at Knockmitten Lane, just off the Naas Road. Their major showroom, displaying all of the Ideal Standard range, is regarded as the "State of the Art" showroom in this country.

The top of the range is a suite called "Accent". The main feature of Accent is the aerodynamic shape coordinated throughout the range — emphasising the closet, where the seat and cover are beautifully integrated with the vitreous china. The suite also contains a design-matched

bath and panel.

The renowned "Michelangelo" suite, synonymous with Ideal Standard throughout Europe, was created by the acclaimed Italian designer, Paolo Tilche, of Milan. This design shows the same flair and feeling for shape that the Italians have given to sculpture, fast cars, and fashionable furniture.

The "Brasilia" bathroom suite is a modern classic. Was Wash basin, toilet and bidet — in brilliantly-glazed vitreous china — are all designed by Norman Westwater, well known for his design work on Brazil's exciting capital city. The basin, which has an elliptical interior washing space of generous size, can be fitted with a choice of Monoblock Mixer, 3-piece Mixer or Pillar Taps.

The neat close-coupled toilet has an exclusive design-matched seat and cover; the bidet is available for either over-rim or rim and spray supply.

Designers from the Queensbury Hunt Design Group — have recently taken

the Michelangelo and Brasilia Suites and developed the themes one step further. Their results are — the Michelangelo Line and the Brasilia Patterns.

With the "Tulip" suite, Ideal Standard brought a breath of fresh air to small bathroom design. This is a suite of flowing, feminine lines that combines economy of space with high design. The wide choice of model variants and sizes opens up a whole variety of design possibilities for the bathroom.

Ideal Standard are well known for their wide range of top-quality shower valves with quarter turn ceramic disc valves that eliminate washers and their problems of wear and dripping.

To complement this range of shower products, Ideal Standard recently introduced high-quality glass pivot door shower enclosures of the most modern design for either a square shower tray or a Quadrant shower tray. The glass is printed with designs etched into the glass, and the frames are in a choice of white,

ivory or grey, rather than the usual metallic finish.

Ideal Standard have a fine range of whirlpool baths which incorporate the most advanced safety and hygienic features. All Ideal Standard whirlpools have six adjustable nozzles, which can be directed as required. The vigour of the action can be adjusted by regulating the air injected into the water stream, using the two separate aeration controls. For safety, the On/Off switch is pneumatically controlled, and thus, has no electrical connections to the switch.

Details from K M Reynolds (Ireland) Ltd, Unit 2, Knockmitten Lane, Naas Road, Dublin 12. (Tel: 520333).

Cameron Plastics

Cameron Plastics manufacture bakelite toilet seats and covers in over 40 colours and in several models.

Details from R T Large & Son Ltd, (Tel: 541760/541699).

WYSE AND BALLENTINE LTD.

Plumbing, Heating and Mechanical Engineering Suppliers

SAFEMIX VICTORIA THERMOSTATIC

PRESSURE WITHOUT HEAD



EQUAL INLET PRESSURE		OUTLET FLOWRATE THROUGH SHOWER FITTING	
PSI	FT/HD	GALS/MIN	LITRES/MIN
	1	1.5	6.8
	2	1.8	8.2
	3.3	2.1	9.8

When you're looking for that superior quality shower. With a good strong flow of water. Meynell's Safemix Victoria is the perfect answer. With an output of 2 gallons per minute (at 3 ft head).

Wyse & Ballentine Ltd., 17 Ulster Street, Phibsborough, Dublin 7. Telephone 307070

FACE TO FACE

COLM McCABE



Having spent virtually all his working life with the Electricity Supply Board, Colm McCabe's defection to arch rivals Dublin Gas late last year was of major significance. Colm held practically every single senior post (bar that of Chief Executive) throughout his career with the Board and his move to Dublin Gas means a wealth of "insider" information being made available to the competition.

Indeed, Colm was instrumental in devising the very noticeable improvement in the ESB's marketing strategy in recent years and it is this expertise in particular which has already — despite only a matter of months in the job — began to filter through at Dublin Gas.

On assuming his position as General Manager with Dublin Gas, Colm McCabe inherited the leadership of an organisation much lacking in purpose and general morale. However, he had already been through a somewhat similar experience within the ESB. When he was appointed Director (Commercial) in the early 1980s, the Board was experiencing negative growth in demand; was in the middle of its "switch it off" campaign; and was

weighed down by a network of retail outlets which was losing substantial monies each year.

Nonetheless, by the time he left recently the Board had undergone a massive transformation with the retail network making money; electricity demand on the up and up; and morale within the company very high as a result of the positive marketing strategy and ideology now being adopted.

So, the big question on his departure was — can he do the same for Dublin Gas? Early indications are in the affirmative.

Customer Relations

One of the key flaws in Dublin Gas' armoury was the poor public perception of the company. Various events — a great many of which management had little or no control over — had brought about this situation. However, Colm McCabe is particularly strong in customer relations and his efforts to date in this respect are beginning to turn the tide of opinion to a more favourable perception of the

company.

But before detailing just how he had done this, perhaps a brief account of Mr McCabe's background is in order.

To take on the very onerous task of General Manager of Dublin Gas from a secure and successful position with the ESB might strike some as almost recklessness but Colm has always been involved with one challenge or another throughout his career.

Some we have already touched on. Another was the crisis facing the Board in the mid-1970s. Because of various turn of events at the time, staff cutbacks were the order of the day within the Board, especially in the design sector.

Consequently, Colm undertook to remedy the situation — not by letting staff go — but rather by seeking fresh employment for the design team. Obviously, he had to look to overseas. Inside the first year of his efforts the Board had secured four major design contracts abroad. Thereafter, the activity in this respect expanded at an even greater rate to a point where this is now a very important part of the ESB's business.

In all Colm has personally worked in over 20 overseas countries and indeed, such is his reputation that prior to taking the Dublin Gas position he had been offered a number of senior international posts — including one with the World Bank. Nonetheless, having been head-hunted for the DG job he opted to remain in Ireland and take the position.

"The funny thing is," he says, "that I had always said I would leave the ESB by my 60th birthday and return to teaching. I used to do some part-time lecturing many years ago and I always thought that I would return to it some day. However, it was not to be. The commercial challenge beckoned and ... while I approached the idea with a little trepidation ... the temptation was finally too much.

"So far I'm very pleased with my decision. We have made huge progress here already and are now poised to exploit our strengths to the fullest."

That there have been dramatic changes within NDG are obvious. On the consumer level these are most apparent at the D'Olier Street headquarters where the showrooms are now fitted out to provide an "in-situ" working demonstration of the various types of options available to those considering gas-fired central heating.

However, in addition to a considerable selection of fully-working examples — each with beautiful fireplace surrounds — the showroom also encompasses an excellent presentation of cookers, other types of heaters and examples of fully-fitted kitchens utilising various natural gas-fired appliances.

To complement this scenario is a team of fully-trained, uniformed sales

personnel, each of whom are on hand to discuss all the considerations the consumer must consider when contemplating a purchase, be it a single cooker or a full central heating system.

Which brings us to the other important element in NDG's strategy — marketing. Up to a point the new showrooms do in fact attract the casual passer-by but, in the main it is the direct mail shots to targeted catchment areas which really draw the crowds in. Different messages are employed depending on the promotion in hand and these are changing all the time to ensure a fresh and "vital" content.

So far these have proved exceptionally effective.

"Together with our trade 'partners' we can harness our combined knowledge and energy into a dynamic force from which we will all benefit"

Approved Installers

Indeed, such is the level of enquiries and subsequent orders placed that the NDG Approved Panel of contractors now stands at 46.

Herein lies the other key element in the continuing and indeed expanding success rate for Dublin Gas. In the last six months in particular the marketing strategy of the company has been devised very much around the strengths of the trade — both product suppliers and contractors.

The various promotional campaigns run in recent months incorporate a sort of "partnership" presentation which includes the manufacturer/agent on the one hand providing the appliance; Dublin Gas the marketing expertise and "hype"; and the contractor carrying out the final installation.

In fact, this process is taken a stage further in many instances. Part of the overall strategy is for those on the Approved Panel of installers to be allowed a day (or more if they are a big enough concern) per month in the D'Olier Street showrooms where they can take personal callers and deal with their queries directly.

As time goes on the contractors are becoming more and more professional at this essential aspect of the marketing strategy and the level of conversion from general enquiry to actual sale is increasing all the time. Some are even more adept to the point where they utilise the showroom surroundings and general atmosphere to "sell up".

There was a time when relations between the industry in general — and especially the contracting sector — and Dublin Gas were not all they should be. However, there has recently been a dramatic turnaround in this situation. In the main now the "triumvirate" of Dublin Gas, product suppliers and contracting installers work more and more as a cohesive team.

Contrary to what some might think, this has come about partly because of the greater responsibility Dublin Gas has assumed for maintaining and promoting proper standards of workmanship and professionalism. Responsible contractors welcomed this development and the ongoing "policing" of its contractor panel is something which has gone a great way down the road to improving the once-flawed image of the industry in the eyes of the public.

But Dublin Gas is not merely the enforcer of a set of standards. Training and educational facilities are made available to all those on the approved panel with seminars being held at frequent intervals on specific product areas or technical issues.

To this end the new centre at Sir John Rogerson's Quay will prove invaluable.

However, Dublin Gas also recognises that, in the main, members of its panel of approved contractors are not necessarily proficient in the area of sales and marketing. Technical excellence alone is not sufficient to be a successful contractor in today's marketplace. One also needs to be a capable "self-promoter". Consequently, this is an area which Dublin Gas has already addressed to some extent but one which will receive even more attention in the future.

Opportunities

"It's incredible what opportunities await exploitation," says Colm McCabe. "Take for instance cookers, gas fires and other heaters. We estimate that there are in excess of 100,000 appliances out there in people's homes needing replacing and upgrading. Now how many contractors go into homes in response to a specific enquiry relating to central heating and never look to see what other opportunities the household contains?

"There is, despite the difficult times we live in, an opportunity for those aware enough to identify particular niches which can be developed and exploited.

"We, and by that I mean Dublin Gas and our industry "partners", must sharpen our attitude to take full advantage of such opportunities. Even in the short space of time I'm here we have made significant strides forward. Between us we have a wealth of expertise and know-how. Together we can harness that knowledge and energy into a dynamic force from which we will all benefit."

Developments Point To Mass Market on the Horizon

Writes Brendan Bracken, Sales Manager, ICTL

Opportunities Awaiting Exploitation

maintenance in a chimney invites direct comparison in this regard.

Gone for the most part from our landscapes are the massive brick chimneys of Victorian and earlier periods — a testament to economics and their unsuitability for modern requirements. Their replacements demonstrate the extremes of care and attention applied to chimney design. We can all think of sites where visual impact has been improved by the sensitive installation of multiflue steel chimneys supported from a central mast.

Unfortunately, we can also recall housing estates where lengths of asbestos pipe protude at all angles from boiler houses, in a gesture of solidarity with the inhabitants of Pisa.

The domestic market for pre-fabricated chimneys is loosely defined by an upper internal diameter of 200mm (8 in) and caters for appliances burning oil, gas and a range of solid fuels. Where an existing chimney is unusable or does not exist, it is recommended that the heating appliance is connected to a twin-wall insulated chimney with a high-quality stainless steel or ceramic liner. In all cases, an insulated chimney results in superior fuel efficiency and appliance performance. Properly maintained, the initial cost is repaid many times over during the life of the chimney.

Manufacturers usually comply with BS4543 and insist that BS6461 be adhered to for installation. Most will also guarantee their products, subject to correct use and installation. This market is served by one Irish manufacturer and a number of UK-based firms operating through reputable local distributors.

Where efficiency is not a consideration and where combustion conditions are not severe, a wide range of single-wall chimneys in various grades and gauges of steel are available. These are gradually replacing asbestos products. A twin-wall un-insulated aluminium chimney system is available for gas application where it can be ensured that no build up of deposits in the flue can occur. This area of the market is adequately supplied by a number of Irish manufacturers.

Various Design Approaches

The commercial/industrial market uses two design approaches for factory-made chimneys:-

- Free-standing mild steel, insulated and clad;
- Stainless steel lined, insulated and clad, supported from an external structure or by the fabric of the building.

The latter will usually provide superior performance and longer life, but at a cost. The choice is usually made by the consultant engineer and architect and is based upon optimising

the conflicting demands of aesthetics, performance and economics.

When designing these chimneys, great care must be taken to size the flue diameter correctly, taking into account the duty cycle of the boiler unit. Avoiding the classic chimney problems of inversion, downwash, condensation and smut emission is of major importance. The siting of these chimneys in relation to surroundings and their physical effect is also a major consideration.

The involvement at an early stage of the project of chimney specialists cannot be over emphasised. There are sound scientific principles upon which to base designs, but there is also an element of "black magic" for which experience in this field is vital.

Because of their modular construction, stainless steel chimneys can be erected internally. In this situation they offer additional benefits in terms of appearance and savings in the cost of erection. A number of external finishes and colours can be offered to match the immediate surroundings.

Formerly, this market has been catered for by imported systems. However, our own company now offers a complete package which includes design, manufacture and erection. We are pleased to report an increasing demand for our services

Those of us involved in the heating industry realise the importance of a chimney which is manufactured to a well-researched design and installed in accordance with professional standards. This realisation may result from good training, or, in many instances, be the product of bitter experience. Many good heating appliances are condemned for the wrong reasons. In the majority of cases, sufficient care was not given to matching the chimney to the appliance.

A chimney which is not regarded as an integral part of the overall system invites the real possibility of poor performance and shortened lifespan. A car with a faulty exhaust provides no comfort despite the 16-valve engine and turbo-charger. Good design and

THE BIGGEST RANGE OF CHIMNEYS IN EUROPE

Versatility

Systems are available for internal or external use. Special items can be catered for with the minimum of fuss.

Comprehensive Range of Sizes

All systems are available in a wide range of flue diameter sizes suitable for domestic, commercial and industrial installations.

Comprehensive Range of Accessories and Fittings

Each system is made up of a wide range of complementary component parts including starting components, pipes, tees, elbows, support components, flashings and terminals.

Insulated Systems

Rite-Vent have led the way in the development of insulated twin and triple wall systems. Adequate insulation ensures rapid stabilisation of flue temperatures and optimum performance and efficiency of heating appliance.

Prompt Delivery

Rite-Vent now offer local distribution via their network of strategically placed depots.



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Chapelized, Dublin 20.
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Telex 31641

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in this area. Our view is that each of the two design approaches is widely used in Ireland with a preference for stainless steel when it can be cost justified.

The current market for chimney products and systems is very competitive and well served by the companies involved. Irish manufacturers — in order to compete against the greater economies of scale enjoyed by UK counterparts — must offer superior service and flexibility of response to customers.

The future holds a number of interesting

developments, particularly on the domestic scene. Companies (including our own) are developing non-metallic lined, pre-fabricated chimney systems to cater for the modern, efficient, appliance which typically has a low flue gas temperature. Our view is that, when a system is developed which combines the advantages and ease of installation of steel lined chimneys with the longevity and durability of ceramic — at an equivalent cost — there is a mass market waiting to be served. That day is not very far away.

Irish-Made Solutions for all Applications

Insulated Chimneys (Trim) Ltd is an Irish manufacturer of industrial and domestic chimneys of all types. It is based in Ashbourne, Co Meath from which it exports 70% of its production.

The company has been

making steady progress in the Irish market and will be offering solutions for every flue application to its customers shortly.

They manufacture a ceramic-lined insulated twin-walled flue, mostly for the solid fuel market. This product has three outside finishes available i.e., galvanised; vinyl; or stainless steel, depending on the



• Irish-made Insulated Chimneys from ICTL are available with stainless steel or vacuum formed ceramic liners. Both ranges are available with outer casings of galvanised, vinyl coated or stainless steel.

made from stainless steel is manufactured in sizes from 5" to 10" and is suitable for all types of applications including the smaller incinerators where a large diversion of temperatures occur.

A similar product is manufactured in stainless steel which is suitable for all Class 1 type solid fuel appliances and of course all gas and oil applications. This product only requires 2" clearance to combustibles and can be installed in a house using the bracketing accessories which ensure the necessary clearances.

A single-wall stainless steel chimney is also available which is

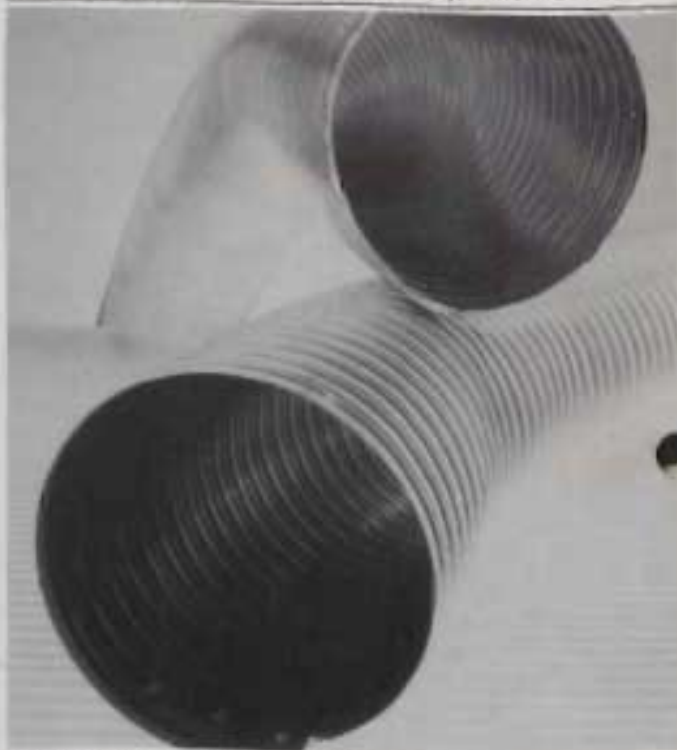
now used to replace traditional asbestos pipe.

Vitreous enamelled flue pipe in sizes from 5" to 8" is now being manufactured and is used mostly in the solid-fuel appliance market.

The company also manufactures low-level terminals and these can be customised to suit most boilers.

The company specialises in chimney manufacture and has a nationwide panel of stockists who offer its products and services.

Inquiries to Brendan Bracken, Insulated Chimneys (Trim) Ltd, Ashbourne Industrial Estate, Ashbourne, Co Meath, (Tel: 591241/351366); Telex: 31740.



• Rite-Vent's Chimflex LW liner from C & F.

Flexible Chimney Liner

To improve the combustion efficiency and safe operation of open fires, cookers and other solid fuel appliances, Rite-Vent has developed a double-skinned chimney liner, for new chimneys, or lining of existing brick or block-built stacks.

Chimflex LW is made of

316 s.s., the grade accepted by British Standards as best for use with solid fuel appliances. Two overlapping strips of austenitic steel are rolled and sealed together, giving a rugged corrugated outer casing, with a smooth inner liner to assist evacuation of combustion products.

It is designed to withstand rigorous site

conditions, in addition to abuse in service by under or over-firing, and is said to be very flexible, for easy installation.

Available in full coils, or cut lengths to special order, in 127 to 300mm.

The company has received Kitemarks for its flexible flue liners which now come within BS715 Specification for metal flue pipes, terminals and accessories. Wonderflex and Triple Lock have been tested to this new standard and are stamped with the approval reference — RV BS 715 WF for the Wonderflex, and RV BS 517 FR for the Triple Lock.

Details from C&F Ltd, Chapelizod Industrial Estate, Chapelizod, Dublin 20, (Tel: 265831/264898/264917).

Parkastack and Parkaflue from C & F

C & F Ltd has announced the introduction of the new Parkastack — a refractory concrete block chimney. Manufactured by Rite-Vent Ltd, the Ryne & Wear specialist in chimney and ancillary products, the new Parkastack is readily available from C & F.

The Parkastack concrete block chimney is fitted with the same unique liner which Rite-Vent incorporates in its Parkaflue Class 1 chimney. The liner comprises a series of concrete sections, manufactured from expanded kiln-burnt clay aggregate, which encloses the alumina refractory lining.

It should be stressed that the Parkastack "is the only complete block system which complies with the building regulations," consequently, an Agreement Certificate is

not necessary.

This chimney's block dimensions are compatible with standard building brickwork and blockwork and the system is so designed to enable bonding into the structure. Furthermore, the liner is integral with the block sections.

There is an unrivalled selection of accessories available, including 45 and 30 offset blocks, each featuring the integral refractory concrete Liner.

Rite-Vent's Parkaflue is suitable for use with all types of fuels. This chimney is supplied in diameters from 127 to 203 mm and it has been awarded the British Board of Agreement Certificates No: 84/1259.

The Parkaflue now features a high-alumina concrete refractory liner, which is practically indestructible and impervious to acid attack or to thermal shock. The thermal storage capability assists by quickly providing satisfactory draught and gas flows on subsequent appliance start up, thus helping to maintain high energy efficiency.

The Parkaflue liner is surrounded by moulded mineral fibre insulation. However, there is no metal contact between the inner surface and the outer stainless steel (or galvanised) casing.

Rite-Vent's Parkastack and Parkaflue chimneys now give specifiers, merchants and end-users the opportunity to use Class 1 Chimneys which are thoroughly tested and can be totally trusted, as they have a proven record of performance.

Contact the Irish Distributors, C & F Ltd, Chapelizod Industrial Estate, Chapelizod, Dublin 20, where additional information and literature is available. Tel: 265831/264898/264917.



Insulated Chimneys (Trim) Ltd., Ashbourne Ind. Estate, Ashbourne, Co. Meath.

Chimney Systems

Industrial	—	Domestic
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Free Standing	—	Supported
Special Terminals —		
Vitreous Enamel Flues —		

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**ICL chimneys use prefabricated
components designed and
manufactured in Ireland.**



* Pictured at the launch of the CDL's new smoke-reducing full-burning fire unit were: Bob Couchman, Consultant Heating Engineer who invented the unit; Eamonn Walsh, Managing Director, Heatmerchants (Kilkenny) Ltd (through whom it will be distributed); and Eugene Gibney, Marketing Director, CDL.

Full-Burning Fire — 'Reducing Smoke Emissions By 83%'

The number of open fire high-output boilers produced in Ireland during the past ten years was well into six figures. However, prior to 1977 boilers of this type were unknown here and little used elsewhere. The crisis in oil supply of the late seventies led directly to a dramatic increase in the use of solid fuel for domestic heating, an increase that was substantially assisted by the actual promotion of the open fire boiler.

Jim Maher, then and now the Managing Director of Coal Information Services, introduced these appliances to Ireland and enlisted the services, first of Hugh

Maguire and then, some years later, of Bob Couchman, to devise acceptable ways of interlinking the new boilers with existing oil and gas-fired systems. Up to 1980 nearly all the boilers used were imported from Britain but, from that point on our own boilers began to enter the market. This led to the "big three" — Firebird, Gerkros and Grant — not only dominating the home market but also succeeding on the export market.

Good though these boilers are, they have not been designed for smoke reduction, the objectives have simply been high efficiency and reliability.

"The 'self-cleaning' feature may well contribute to a larger volume of sales than was initially expected".

Therefore, when Coal Distributors Ltd — the country's major coal importers — became aware of a future requirement for an open fire and that would burn coal without smoke, they initiated and founded a substantial development programme to enable such an appliance to be produced.

This was at the end of 1984, long before the Air Pollution Act of 1987, and it showed the determination of the company to take voluntary action to overcome any contribution that the domestic use of coal had made towards atmospheric pollution.

It was logical that CDL should enlist the services of Bob Couchman, well known as a consultant engineer and for many years a regular contributor to this publication. Bob has a track record of successful and innovative appliance design. His design for the Gaelwood Forty won first place in a major stone design competition in 1980 while the Artisan stone and the Connerva are still in demand, especially in the public sector, many years after this first inception.

Bob first worked on appliance design more than 30 years ago, when he was a staff lecturer with the Coal Utilisation Council, and his knowledge of this specialised area of technology is

unique as far as this country is concerned.

The problems addressed in designing the appliance were quite formidable. There are now several coal-burning domestic appliances on the market that reduce smoke by 80% or more, but these are all closed appliances with glass fronts. One of the earliest and possibly the first of these closed appliances would have been the Gaelwood Forty which was not designed specifically with smoke reduction in mind though its patented "down-burning" system allows very little smoke to escape. The feeling in CDL, however, especially on the part of Eugene Gibney, Director of Marketing was that an open fire appliance was what the public really wanted and that the finished product should have all the characteristics and visual appeal of the fires that have warmed Irish homes for generations while incorporating 1980s technology.

WORKING PARTNERSHIP

Following an initial phase of design studies and design and test work, a working partnership was established with the Department of Mechanical Engineering in UCD under Professor Timoney. The base was the boilerhouse at Belfield.

Work carried out during this phase included the development and testing of prototypes, including a unique "variable geometry" test appliance which enabled significant changes to be made without removing the appliance from its setting. Smoke measurement was carried out using an optical system and by the Winter of 1985 an average smoke reduction of 46% was achieved. A number of prototypes were produced and placed into service at this point.

These worked satisfactorily but performance was not good enough when the IIRS tested one of the appliances to BS4834. It was found that when the appliance was used on the relatively short flue and low draught called for on the test, there was smoke spillage and a lower output than was desirable.

Further design work was continued. Bob told us that he has produced more than 20 A1 sized drawings on the first appliance alone, and great care was taken to ensure that patent applications were made to cover the work as it progressed.

At about this point Bob advised CDL that future tests should be carried out with the Coal Research Establishment at Stoke Orchard, near Cheltenham. This is the research and development

wing of British Coal and the only place in these islands where accurate smoke measurement by a gravimetric system can be carried out.

Repeated tests and the production of further prototypes continued through 1986 and the definitive appliance was produced early in 1987. This was confirmed by the CRE to reduce smoke by more than 80%, in fact right down to the level that is acceptable under smoke control legislation in Britain. Repeated tests of different appliances and at different times have confirmed average smoke emission of between eight and nine grammes per hour at a burning rate of four pounds per hour. This compares with a normal smoke emission of approximately 50 grammes per hour at the same burning rate.

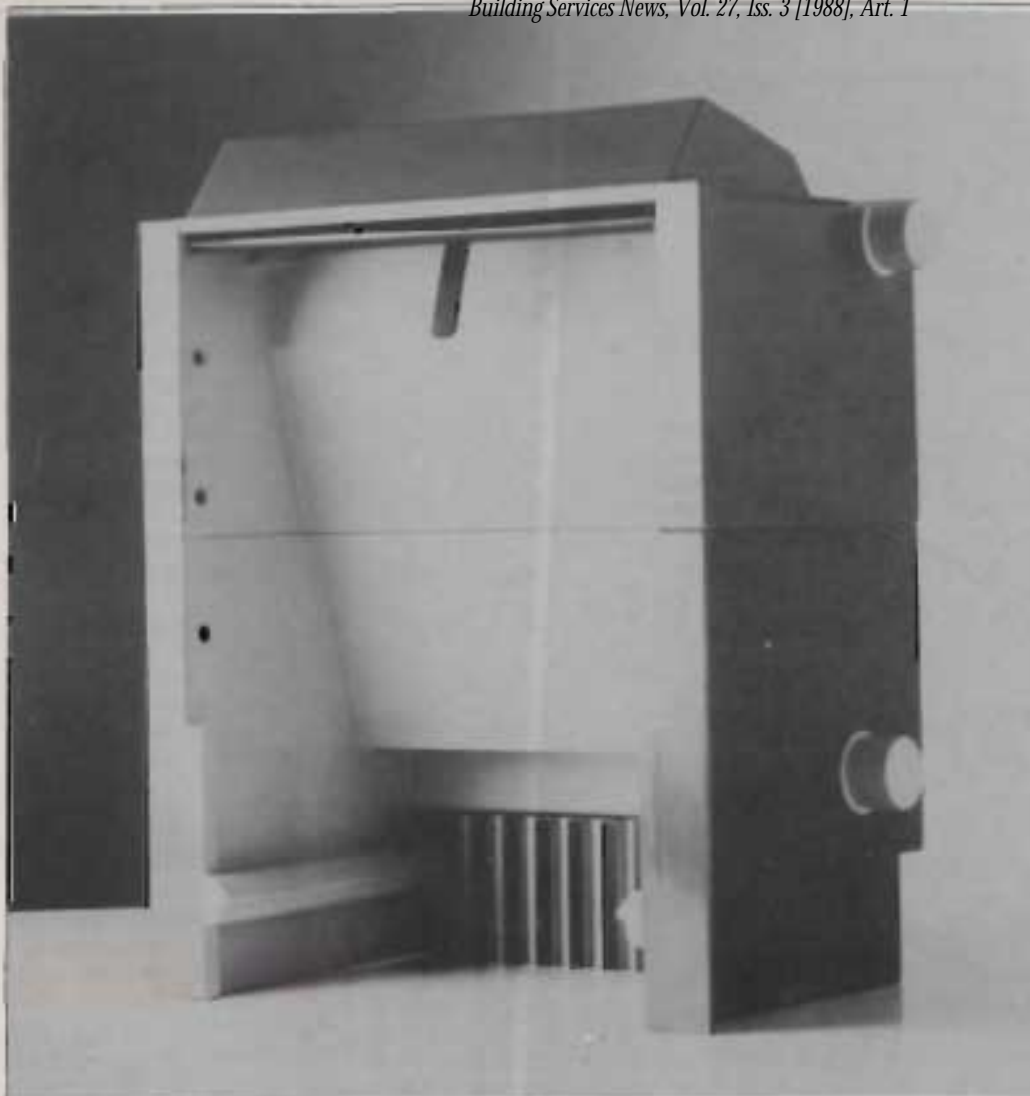
EOLAS CONFIRMATION

The IIRS (now Eolas) has since confirmed that the output and efficiency is comfortably above the recently-raised requirements under BS4834, the output to the radiators burning coal at 4 lbs per hour is 7.61 kW, almost 26000 Btu/h.

Following the initial, very satisfactory, test results a trial batch of appliances was produced last year, ready for the start of the heating season and placed into service. There was further course for satisfaction when the appliance gained a certificate under the European Conservation Award scheme, the first solid fuel boiler ever to earn this distribution. The presentation was made by An Taoiseach last year.

Following the decision to establish Ballyfermot as the first controlled area under the scheme, the new full-burning flue was officially launched by Coal Distributors Ltd at the Shelbourne Hotel on 9 March last in the presence of the Minister for the Environment and other TDs and councillors. Mr Gibney announced at the meeting that CDL would fund the installation of 200 of the new heaters in Ballyfermot as well as the installation of a large number of grates for burning

"There was further course for satisfaction when the appliance gained a Certificate under the European Conservation Award Scheme."



• The new full-burning fire unit which was designed by Bob Couchman.

smokeless fuel for the use of householders who preferred to take the smokeless fuel option.

He also announced that the main distributors for the boiler are Heatmerchants Ltd, while the manufacturers are O'Donovan Enterprises of Ballymakeera.

The proceedings were presided over by Gay Byrne who also did the commentary on a video film produced by CDL.

Many of our readers will appreciate a brief description of how the new appliance works. Smoke is combustible; it can be burned, given the right conditions. One essential condition is a supply of fresh air, preferably well pre-heated. The photograph of the unit shows a vertical row of three holes on either side of the front of the boiler. Air, drawn through there by the natural "pull" of the chimney, is heated by the fire before emerging just where the smoke leaves the fire head at the flue mouth.

This is the first time that secondary air has been used in this way with an open appliance and it is, of course, protected by patent.

The burning gases pass into a secondary combustion chamber leading to the top of the appliance. This is a modified version of a section originally developed by the Coal Research Establishment and it works on the same principle as the familiar bulge in the chimney of an oil lamp, retarding the speed of the gases while also creating turbulence as they expand within the chamber.

Finally, there is a novel damper arrangement. This restricts the gas flow from the top of the secondary combustion chamber so that the optimum rate of flow is achieved. The total area of the front and rear openings to the chimney remains the same as the damper setting changes, while the usual over-large throat opening is eliminated, except for chimney cleaning.

LIMITED SMOKE

In practice, once the appliance is warmed up, which is a matter of minutes, the only smoke emerging from the chimney is smoke that has found its way upwards from the front of the fire. Smoke passing into the secondary combustion system is almost totally burned. Proof of this, apart from smoke reduction figures, lies in the fact that only minimal deposits take place within the combustion chamber since the appliance has burned the smoke that would normally foul the surfaces.

This means that, whereas other types of open fire boilers need cleaning at least once a fortnight, the cleaning interval for a full-burning unit using good quality coal need only be once a year, when the chimney is swept. The appliance is literally self-cleaning and units installed at the beginning of last Winter are still in daily use and heating up to seven radiators without even having been cleaned!

The following boiler costs a little more than conventional open fire boilers but it still retails at well under £300, including VAT.

The additional cost is accounted for by the use of a high-grade chrome iron grate. This is the only part of the appliance that is imported but they should last indefinitely. At present the appliance is only available in the 16" size but Heatmerchants tell us that 18" units will be available soon.

The proposed establishment of Ballyfermot as a special control area has intensified the already vigorous competition between the solid fuel industry and New Dublin Gas. *Irish H&V News* has no axe to grind — we serve all areas of the heating industry and see a place for all fuels.

CDL and Bob Couchman developed the new full-burning fire with the object of reducing smoke pollution in cities. In doing so they have produced the first self-cleaning appliance with no need for regular and frequent attention. It may well be that this "self-cleaning" feature will contribute to a larger volume of sales than was initially expected.

Davies Extravaganza For Ideal W2000 Launch

Davies of Fairview — Irish agents for Stelrad — launched the new Stelrad Ideal W2000 cast-iron wall-hung boiler at a function in Clontarf Castle on Tuesday, 29 March last.

The Ideal W2000 is set to become the mainstay of the Stelrad heating division's assault on the wall-hung sector of the domestic market. Containing a cast-iron heat exchanger, the Ideal W2000 is made to "state-of-the-art" specification.

The attendance at the Clontarf Castle function included the panel of installers appointed by New Dublin Gas; various other industry representatives covering all sectors; as well as Declan O'Donnell, Managing Director, Davies of Fairview; Tony Mann, National Sales Manager, Stelrad Ideal Heating Division; and Ron Barker, Technical Manager, Stelrad Ideal.

The gas-fired Ideal W2000 replaces the established Ideal WLx boiler but has additional features to carry it into the next century.

"We have based the new boiler on traditional and well-proven engineering principles, while also offering fan-assisted versions, a new appearance and a very competitive price," said Stelrad National Sales Manager, Tony Mann.

The Ideal W2000 will have outputs from 30,000 to 60,000 Btu/h. To give complete range coverage, there will be 11 natural gas models, four of which will be fan-assisted. The boiler will also be available in five LPG models, two of which will be fan-assisted.

To complement both traditional and modern kitchen designs, the Ideal W2000 has a "warm white" case with toned decals. The boiler's depth is less than the Ideal WLx, further improving its appearance in kitchens.

It installs snugly between standard metric size wall units and it fits flush to retain the aesthetically pleasing lines of any kitchen.

The fan-assisted versions allow siting of the boiler up to two metres from an outside wall, making it ideal for use in high rise applications where natural draught boilers are unsuitable.

Each model has all the technical features and fuel-saving features expected from such a leading name in gas central heating. The Ideal W2000 has a cast-iron heat exchanger for years of reliable service. It incorporates convenient control for simple operation, a boiler thermostat to give fingertip control of water temperature, and a low-consumption gas pilot light with push-button ignition.

In addition, there is an optional programmer kit available to provide total control and sequencing of heating and hot water, 24 hours a day. The programmer can be fitted during installation or simply



• Gerry O'Reilly with Michael Kearney, Jimmy Farrell and Brendan Pluck.



• Gerry Tobin with Ciaran Smyth, Tony Mann and Bill Penrice.



• Bill Cungan with Michael Carroll, Ciaran Lynch and Declan O'Donnell.

plugged into the control box at a later date.

The Ideal W2000 is equally suitable as a new system or as a replacement for an old central heating system. It is easy to install without major disruption, giving efficient performance from its well-proven technology.

Stelrad Ideal, the heating division of the

Stelrad Group, is a subsidiary of Metal Box.

At the function in Clontarf Castle last month the new Ideal W2000 was introduced by Tony Mann and technical advice was given to installers by Ron Barker. The evening concluded with dinner and a visit to The Dubliners highly-successful performance at Clontarf Castle.

1992 Harmonization — 'Many Sacred Cows For The Slaughterhouse'

A special report by Eric Willis, Head of Courses and Conferences, Welsh Regional Management Centre.

It has become popular to describe major economic and cultural changes in single words. Perestroika (Russian for reform) and Glasnost (openness) have entered the world's vocabulary to describe the significant changes in Russian and Eastern Europe. However, a far more dramatic change in the world will be encompassed by the word Harmonisation. Harmonisation describes the bureaucratic process now underway to create, by 1992, the United States of Europe.

The process of harmonisation combined with a number of parallel changes will have huge implications for world trade and the world economy. Very few firms and fewer politicians are ready for the change which could see a dramatic shift in the economic and political balance of the world.

What then is harmonisation? Basically, it is the means of reducing variations in rules and regulations, taxation, and all similar barriers to competition in order to achieve a true European Common Market.

Despite 30 years of history, the European Common Market is anything but this. Historically, it only covers part of Western Europe and relatively little has been done to remove the barriers to trade and commerce to allow a common market to develop.

With harmonisation, customs barriers will be virtually abolished and there will be complete freedom of movement of goods, services and money — as is true between the United States of America.

It means that goods moving within the European Community will be treated the same as goods presently sold on the home market. No longer will

documentation will be needed but simply an invoice and delivery note which also includes additional information for statistical purposes.

Similarly, specialist regulations and specialist testing will not be allowed to interfere with trade. Rather than trying to apply a uniform European standard, however, each EEC country's standards will be acceptable in another's. Therefore once a firm meets its own National Standards, it will not have to undergo the cost and delay of meeting the criteria of the other countries in the EEC.

***"Harmonisation will
mean taxes
becoming simpler".***

Three VAT Rates

Harmonisation will also mean that taxes in the EEC will also become far more similar. For example, with Value Added Tax there will be three rates — Upper, Lower and Zero. Countries can decide what rates to levy on what goods in their own countries. However, they will not be in a position to stop people from their own country crossing a border and buying as many or as much of a good or commodity at a lower VAT rate and bringing it back with them.

Therefore, any large differentials between countries will result in one country benefitting and the other suffering. So, the obvious effect will be rapid harmonisation of VAT rates on most goods.

By agreeing to accept Harmonisation all the members of the Common Market have

committed themselves to putting the overall freedom of economic movement before their narrow nationalistic objectives and ideologies. They also pledged themselves to complete this considerable task by 1992.

The total effect will be immense and no one is quite sure what will happen.

The overall result of harmonisation will be the biggest, richest and most sophisticated market without barriers in the world with by far the most advanced infrastructure. The total GNP will be over 25% greater than the USA and three times greater than that of Japan. Moreover, with the new stimulus of change and adjustment created by Harmonisation, the GNP's of the new United States of Europe can be expected to forge ahead of the rest of the world for at least a decade.

Implications For Ireland

So, what are the implications of harmonisation for the Irish economy? The answer is absolutely immense.

Harmonisation will mean that the Irish economy will have to be fundamentally changed if it is not to go backwards fast. Effectively, Ireland will no longer be free to operate its economy in the way it has grown accustomed to.

The result will be the most dramatic change in the Irish economy since protectionism was abandoned in the 1960s. That resulted in the 1970s boom; properly handled harmonisation could result in a 1990s boom.

However, Ireland will have a fundamental problem. Ignoring Greece, after 1992 Ireland will be the only part of the Community without a fixed link to the rest of Europe. The Channel Tunnel will transform Britain's access to

Europe (and to a large extent Ireland's); but still Ireland will be the only island left in the EEC.

To compensate for this, the EEC is planning to allocate large quantities of money to solve the disadvantages of the peripheral members of the EEC and no doubt Ireland will be very adept at collecting this money. It will, however, need it to cope with the immense initial strain of adjustment it will have to go through.

As a result of the removal of custom barriers and any impediments to the flow of goods and services, the present VAT and tax rates in Ireland will not be sustainable.

It will not be possible for Ireland remain out of step with the UK in the indirect taxes it levies.

With no customs control, goods can simply be shipped across the Border. For example, if the VAT on electrical goods remains high in Ireland, some bright entrepreneur will simply build a large warehouse in Newry. Using mail order, teletext systems and newspaper ads etc, Irish people will simply look at the catalogue and order the goods over the telephone using credit cards. The goods can then be shipped for same day delivery by carrier.

Similarly, there is no reason why a publican in Dublin could not buy a lorry load of Guinness in Belfast, ship it down and sell it at UK prices; the VAT will already have been paid.

The result would be that the retail trade in Ireland would literally collapse overnight and the level of imports would be massive. Under harmonisation rules, there would be nothing that the Irish Government could do about it.

Taxes Must Harmonise With UK

Therefore, VAT and tax rates will have to be harmonised at least with Britain.

The result could be the best thing that has ever happened to the Irish economy. In order to compete, labour costs and producer costs will have to be brought in line at least with the UK and the present Irish tax system will have to be swept away almost overnight.

The result may not be as painful as politicians anticipate. The British experience has indicated that the removal of barriers

mean less than it seems. High tax rates only mean their people spend most of their time in tax avoidance schemes. This means that lawyers and accountants get rich rather than the government.

The British experience has been that lower and lower tax rates have resulted in more and more revenue since people first pay up and forget about it. It is easier and cheaper if the rates are low enough.

"It will not be possible for Ireland to remain out of step with the UK in relation to the indirect taxes it levies."

The stimulus affect of lower tax rates can also be huge. People will work harder and take more risks if they feel they are going to be properly rewarded. The result is a more dynamic economy with greater wealth and job creation.

Alongside the enforced tax cuts, the Irish Government will also need to create an attractive business environment for inward investment. The 1990s will see an immense amount of internationally mobile investment in Europe in both manufacturing, consumer services and most importantly, financial and information services.

Already steps are being taken to attract this investment — especially with the new Dublin financial centre. There is no reason why the scale of this development should not be doubled immediately. However, it will be crucial to provide a competitive cost base for financial and information services with no excessive taxation or similar constraints.

Harmonisation will mean huge flows of money within the EEC countries as the barriers are

removed. It is important to ensure that Irish-based finance services get a share of these flows of money and capital.

The Irish infrastructure will also have to become competitive and cost-effective. Therefore, the pressure to privitise the nationalised industries will be immense. The Government will need the revenue from privatisation to help adjust its tax policies and it will be crucial that telecommunications, electricity and transport services are priced efficiently in a highly-competitive environment.

It is not a question of will privatisation happen ... but rather when? The advantage for Ireland is that we can learn from the UK's recent experience.

Another Crucial Factor

The other critical factor influencing the success of Ireland under harmonisation will be its young dynamic population. It has the only remaining pool of young, well-educated people left in Europe — and this makes it highly-attractive for inward investment.

For the last few years, the decaying economic affect of the Irish tax system has meant that much of this resource has been wasted. This will have to change in the 1990s.

With the aid of European money, it should be possible to ensure that every person in Ireland is offered a job or a long-term training scheme (it is only a question of organisation). The reverse side of this equation would be that no single or married people without children would receive any (or just minimal) state benefit. This workfare approach puts the onus on the Government not to pay people to do nothing but to create new opportunities to help young people succeed.

Therefore, the Ireland of the 1990s will see a huge transformation. The politicians will no longer be able to decide what is best to keep themselves in power — instead they will be forced to change the way Ireland operates.

It will mean a dramatic change of thinking and philosophy and many sacred cows will go to the slaughterhouse.

If the result is an Ireland where young people can be successful and not be forced to emigrate, the result will be a major achievement.

PLUMBLINES

PLUMBLINES



Given that we have our annual **bathroom feature** in this issue (page 6) and also that we got a specialist contributor to cover the implications of **1992 Harmonization** (page 26), I note with interest the attitude the UK bathroom sector has to the matter.

Just recently the industry there got together under the guise of the newly-formed British **Bathroom Council** to devise a positive strategy to meet the challenges — and opportunities — 1992 will bring.

The Council comprises **18 members** presently — most of whom have **Irish representatives**.

While I'm not one to urge that we "ape" our UK counterparts in every respect, there are times when they demonstrate an approach which could well be **worth adopting**.

Of course the situation here in Ireland is different but, there are nonetheless similarities in that 1992 will most certainly bring with it **dramatic changes**.

That the various industry sectors should get together — under whatever guise — seems appropriate ... if not indeed **essential**.

Readers will also have noticed the insert relating to the **Grundfos Striving For Quality**



• An Taoiseach — Charles Haughey, TD — congratulating Bob Couchman on the announcement of a Certificate under the European Conservation Award scheme last November. The new full-burning fire which received the Award was designed by Bob over a number of years of extensive research and development and recently introduced to the marketplace by CDL Ltd, whose Marketing Director — Eugene Gihney — is pictured above (centre).

Assurance Award contained within the March issue of **Irish H&V News**.

This award scheme is now in its third year and, judging by the format changes introduced for 1988, can truly be said to have **come of age**.

The concept of Quality Assurance in relation to building services — both mechanical and electrical — is quite **difficult to define**, though nonetheless important because of that.

Over the last few years the various professional bodies and representative associations have done much to encourage its acceptance and, while progress has been made, there is still a significant amount of work to be done.

However, the Grundfos Striving For Quality Assurance Award has **led the charge** in

gaining acceptance for the quality assurance concept and it's hardly surprising that it has the full support of **CIBSE, MEBSCA** and indeed the **NSAI**. The two former have representatives sitting on an advisory panel to the Judging Committee, who this year comprise **John Purcell** (Chairman), **NSAI**; **Owen Lewis**, Statutory Lecturer in Architecture, **UCD**; and **Don Byrne**, Assistant Head, Department of Engineering Technology, **Bolton Street College of Technology**.

As in former years there will be **three awards** in all — one each for the mechanical and electrical contractor and the design consultant.

Here we go again or so it is to be hoped at least.

Having won the **BTU Inter Region** golfing competition in 1986 with a staggering 18-point margin over nearest rivals, the **BTU Team** for this year's event will have the added advantage of playing on home ground.

Given Dublin's Millennium Year, it's appropriate that the **BTU** in Ireland should be hosts for this prestigious event in 1988. Ten teams in all will be competing and the event on 10 June at **Royal Dublin** will be an all-industry affair.

In addition to the golf, a hospitality evening has also been arranged, thanks to very generous sponsorship.

I was down at **NDG's** newly-opened **training facility** earlier in the month and was much impressed by the set up. Nice also to see other industry

sectors using it.

On the occasion it was there **C&F Ltd** were hosting — in association with **NDG** — a technical evening (one of two) to introduce the **Gas Panel** installers to the new **Glow-worm Spacesaver 60** fan-flued unit.

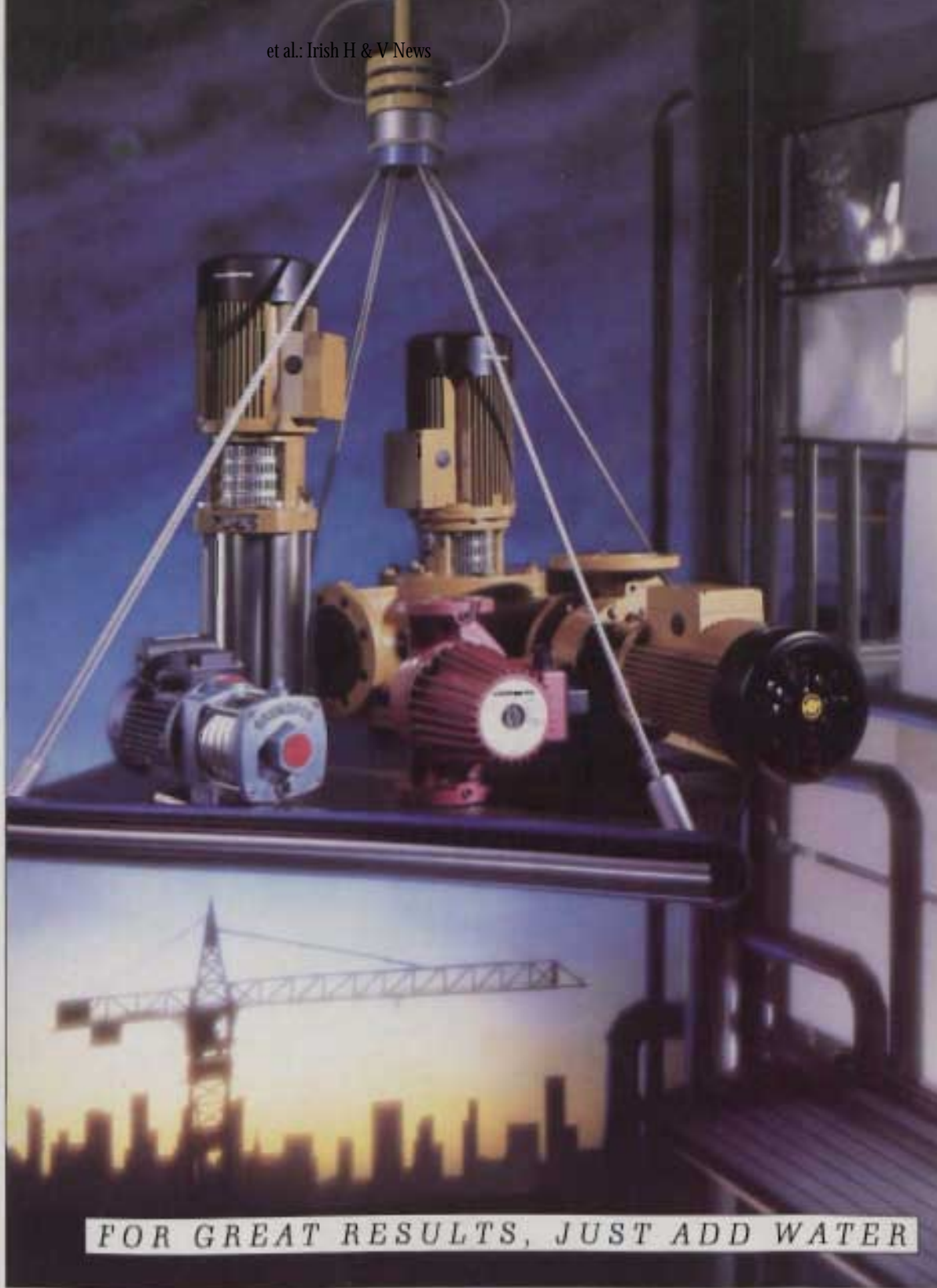
Present were **Michael Melligan** and **John Duignan** of **C&F** and **Glow-worm's** Technical Services Manager **David Appleton** and Marketing Operations Director **John Grear**.

The evening was also open to students from the **IDHE Bolton Street** course and lecturer **Ray Loughran** — a former editor of **Irish H&V News** and an industry stalwart for many many years — brought along his class.

On the subject of new product introductions, **Declan O'Donnell** (Davies of Fairview) hosted an excellent evening's mixture of business and pleasure for the industry to mark the availability of the new **Concord Super 3** (see page 25).

A major installation has already been undertaken and commissioned for **Eason's** and I understand that a further order — calling for 8 million **BTU/h** capacity — will be announced shortly. I don't know what the project is but it is in the **Dublin** region.

More of this anon



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